

PROJECT NUMBER: 2305  
PROJECT TITLE: Flavor Development-Brand Modification-Menthol/Distinctive  
PROJECT LEADER: H. M. Maxwell  
PERIOD COVERED: October, 1987

I. ALTERNATIVE FLAVORS:

A. Objective: To identify and qualify alternative sources for several flavoring materials.

B. Status:

1. MS

POL testing on Marlboro is complete and acceptable. Testing on B&H 100 is in progress.

2. Casing Materials

A recommendation for their utilization was made.

3. Licorice

A factory run, at Stockton Street, to qualify an alternative source is being considered. Testing procedure has not yet been decided.

C. Plans:

MS-PG POL's

B&H Testing Completion November, 1987

Licorice

POL or Internal

To Be Scheduled

II. PROJECT BOND

A. Objective: To develop a product with similar smoking characteristics to Prince, manufactured in Sweden. Also, to support FTR in the utilization of the Bond flavor system for an Ultra-Slim product for Sweden.

B. Status: For the product similar to Prince, cigarettes for consumer testing were produced at FTR, completing our involvement now. For the Ultra-Slim product, Semi-works models are being evaluated analytically and subjectively. Samples have been forwarded to FTR.

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**C. Plans:**

For Ultra-Slim (Sweden)  
Evaluation of Cigarettes      October, 1987

### III. PROJECT MOOG

A. Objective: To develop the expertise to produce cigarettes that are subjectively equivalent to Salem, Newport and Kool.

B. Status: K-type POL's are complete. Results are being analyzed. The N-type POL cigarettes were made and rejected for analytical. They will be remade.

**C. Plans:**

N-type POL Remake November, 1987

#### IV. PROJECT FLEX

- A. Objective: For reasons of flexibility, economics and logistics, alternatives for fifteen PM flavors are being identified.
- B. Status: Twelve alternative flavors have been identified. Among these are all Flex flavors used in PM domestic brands. Semi-works cigarettes, Merit and Merit menthol, are being evaluated. POL's with Merit versus Merit with Flex substituted flavors are being made.

**C. Plans:**

Identify 15 Alternatives November, 1987

Evaluate Semi-works  
Cigarettes October, 1987

Merit POL's October, 1987

## V. PROJECT GLEN

#### A. Objective:

To develop the capability to produce glycerin-free cigarettes that are subjectively equivalent to current products, for PM Germany.

**B. Status:**

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The second series of cigarettes was be made, using sheet materials produced in September at Park 500 and the B.L. plant. Evaluation is in progress.

### C. Plans:

## VI. MENTHOL RELEASE COMPOUND:

- A. Objective: To investigate the utility of a menthol release compound for the development of a commercially acceptable product.
- B. Status: To address the issues of analytical and delivery variability of menthol (ex glucosyl menthyl carbonate) analytical studies of solutions and sprayed filler are continuing cooperation with Cigarette Testing Services Division. Studies by members of Chemical Research are now indicating that menthol release of MGC is only ~20%. This may be unacceptable. Alternate venues are being considered.

### C. PLANS:

VII. PROJECT LEVO:

- A. Objective: To determine the subjective differences between 100% Natural and 100% Synthetic menthol and to develop flavors to make them subjectively equivalent so that manufacturing would have complete flexibility to use them at any ratio.
- B. Status: A POL, Merit Menthol, was made and released for testing. Cigarettes to qualify an alternative vendor of synthetic menthol are being evaluated.

**C. Plans:**

POL Results December, 1987

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